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**FACSIMILE COVER SHEET**

FAX NO : 703-872-9306  
TO : Commissioner for Patents  
Mail Stop: AF  
FROM : Oleg F. Kaplun, Esq. of Fay Kaplun & Marcin, LLP  
DATE : June 21, 2005  
SUBJECT : U.S. Patent Appln. Serial No. 09/653,767  
for *Frames-Based Advertising Service*  
with *Response and Activity Reporting*  
Inventor(s): Allan et al.  
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 27

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Please see attached.

Thank you.

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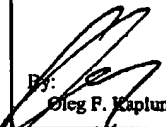
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[40116/06801 - A - 68678]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : Allan et al.  
Serial No. : 09/653,767  
Filing Date : September 1, 2000  
For : Frame-Based Advertising Service With Response And  
Activity Reporting  
Group Art Unit : 3629  
Examiner : Jonathan P. Ouellette

Mail Stop: AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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on the date shown below:	
By: 	Date: June 21, 2005
Oleg F. Kaplun, (Reg. No. 45,559)	

**TRANSMITTAL**

In response to the Final Office Action mailed April 21, 2005, please find an Amendment for filing in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional fees to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: June 21, 2005

  
By: Oleg F. Kaplun, Reg. No. 45,559

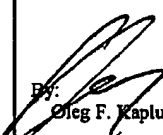
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**AMENDMENT UNDER RULE 116**

In response to the Final Office Action mailed April 21, 2005 in the above-identified application, please enter the following amendments and consider the following remarks: